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EDUCATION

University of St. Thomas

B.B.A in Finance and B.A in Music, May 2012

EMPLOYMENT

Adcetera (2014-current)

Interactive Developer

- Develop and maintain web applications that are primarily built with JavaScript
- Develop interactive banners using Adobe Animate, Google Web Designer, and GSAP
- Develop and integrate email campaigns with various email-marketing solutions. Emails were developed to be fully compatible with various web applications, Outlook versions, and mobile applications
- Develop and maintain custom WordPress themes that are primarily created on the Bootstrap framework
- Collaborate with C# developers to build the front-end for websites and applications using .NET

Carranco Marketing (2012- Current)

Director of Marketing, Founder

- Provide marketing consultation and produce marketing materials for both digital and print advertising
- Maintain accounts and provide analytical reports detailing campaign effectiveness and ROI
- Submit proposals to prospective clients detailing opportunities for growth
- Develop and maintain custom WordPress themes that are primarily created on the Bootstrap framework
- Create wireframes and designs for web applications and websites
- Create documentation for client to use and maintain their web application or website.

MARION Integrated Marketing (2013-2014)

Web Developer

- Develop and maintain custom WordPress themes that are primarily created on the Bootstrap framework
- Present technical information in one-on-one and small group situations to vendors, clients, and agency staff
- Develop and oversee metrics for each project development and update team members on status of client projects
- Work as lead developer on client projects developing holistic digital strategies that can be applied across many business lines and technologies
- Develop secure web applications while maintaining security for confidential transactions
- Develop advanced and efficient web applications for cross-platform experience
- Develop and design websites using inbound marketing best practices

Brilliant Lecture Series (2009-2013)

Director of Marketing & Technology

- Develop marketing plan in support of goals established by executive and development director
- Implement and maintain cloud-based database Salesforce and develop market segmentation strategies
- Increased ticket sales 141% for year 2012 through developing and maintaining in-house online ticket sales
- Execute print, web, television communication advertisements and create all graphics for the organization
- Increased website traffic by 390% for the year 2012. Increased Facebook "Lifetime Likes" by 412%

SPECIAL SKILLS

Bilingual - English, Spanish

JavaScript libraries: VanillaJS, AngularJS, jQuery, GSAP

Front-End languages: HTML, HTML5, CSS, CSS3, Flexbox, XML

Back-End languages: PHP

CMS: WordPress, Expression Engine, SiteCore

SEO: Inbound Certified, Google Analytics

CMS: Salesforce, FileMaker Pro, Nutshell

